



Docket No.: HOK-9022/CON  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
Takuya Matsumoto et al.

Application No.: 10/718,660

Confirmation No.: 1610

Filed: November 24, 2003

Art Unit: 3622

For: SYSTEM AND METHOD OF ARRANGING  
DELIVERY OF ADVERTISEMENTS OVER A  
NETWORK SUCH AS THE INTERNET

Examiner: D. Champagne

**AMENDMENT IN RESPONSE TO NON-FINAL OFFICE ACTION**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

**INTRODUCTORY COMMENTS**

In response to the Office Action dated June 13, 2005, please amend the above-identified U.S. patent application as follows:

**Amendments to the Specification** begin on page 2 of this paper.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 3 of this paper.

**Remarks/Arguments** begin on page 9 of this paper.